NWEC

| | | | |
|---|---|---|---|
| First Edition | 1st Printing | Sept 1980 | 140,000 |
| | 2nd " | Nov 1980 | 50,000 |
| | 3rd " | Dec 1980 | 60,000 |
| | 4th " | Feb 1981 | 110,000 |
| | | | 360,000 |
| 2nd Edition | 1st Printing | Sept 1981 | 150,000 |

2nd Printing (1st Edition)

IGH RISK, HIGH GAIN.

*Point, the nonprofit foundation that publishes* **CoEvolution**, **Whole Earth Catalog**, *and sundry other tools, is going over $80,000 in debt to get out the* **Next Catalog**. *From an anonymous angel came one $40,000 loan; the other came from me. No bank we could find would loan us any money whatever. (I had naively thought that's what banks are for.) As scrutiny of the figures below reveals, the first 100,000* **Next Catalogs** *sold won't quite make back our expenses. If the first printing doesn't sell out, we're in trouble. If we go into further printings, and they sell, we make $2.17 per book, assuming print costs stay the same, ho ho. (An additional 10,000 copies are going to Book-of-the-Month Club, with no significant income to us. Prior* **CoEvolution** *subscribers got 30,000 copies as their Fall 1980 issue, at some financial loss to us.) The cost of printing the books — $400,100 for the first 140,000 copies — is being fronted by Random House, bless them.*

*If our luck holds (we got through production without a fire or earthquake, either of which could have demolished us permanently), a few hundred thousand copies will sell, and we'll get a few hundred thousand dollars to improve our magazine and other services, including new editions of* **The Next Whole Earth Catalog**. *—SB*

**2nd printing footnote.** *50,000 copies additional, printed at a cost of $3.20 each, leaving us an income of $1.84 on each copy. The cost of making corrections and other minor changes (such as this note) came to about $2300. So if all of the second printing sells, our additional income will be $89,700.*

## Ordering books from the Whole Earth Household Store

*Any book in this* **Catalog** *that has underneath the access:*

or Whole Earth
Household Store

*may be ordered by mail from:*

Whole Earth Household Store
Building D, Fort Mason Center
San Francisco, CA 94123

*(Do not order such books from* **CoEvolution Quarterly**; *it leads to serious confusion.)*

*Please follow these instructions:*

1. *Print name and address to which you want the order shipped.*
2. *Print in the titles and quantities of the books you want, their* **Catalog** *page numbers and prices.*
3. *Total the prices of the books you are ordering.*
4. *For delivery in California add 6% tax (6½% for BART counties).*
5. *Add $2 to each order for packaging and delivery.*
6. *For rush orders UPS in the United States, add 40¢ for each book.*
7. *For foreign orders add 50¢ postage per book for each book over five. We also recommend International Registry Insurance, which costs an additional $3 per order.*
8. *Enclose payment in full with check or money order. VISA/Mastercharge customers print name from card, account no., interbank no., expiration date, and*

## Ordering CoEvolution, additional Next Whole Earth Catalogs, and other items from CoEvolution Quarterly

*Please note that we carry only the items listed here. Everything else should be ordered from the original suppliers or, if so indicated, from the Whole Earth Household Store.*

**CoEvolution Quarterly**, *in business since 1973, is the on-going* **Whole Earth Catalog**. *Each issue has 144 pages, no ads, numerous book, periodical, catalog, and product reviews, and articles of "conceptual news." Our mailing address is:*

**CoEvolution Quarterly**
P.O. Box 428
Sausalito, CA 94966

## Next Whole Earth Catalog Expenses

### PRODUCTION

| | |
|---|---|
| *Salaries** | *$150,000* |
| *Contributors* | *19,000* |
| *Rising Sun* | *2,000* |
| *Office supplies* | *6,000* |
| *Research (books & magazines)* | *3,500* |
| *Agent fee* | *5,000* |
| *Interest on loans* | *5,500* |
| *Rent* | *2,000* |
| *Production materials — film, stats, type, etc.* | *22,500* |
| *Phone* | *6,500* |
| *Index* | *4,000* |
| *Negatives* | *4,000* |
| *Total* | *$230,000* |

** Everyone gets $8.25/hour except old timers Andrea Sharp and Evelyn Eldridge-Diaz, who get $8.75/hour, and the editor, who gets a flat $20,000 a year (only it's withheld for 1980 until our ship comes in maybe in 1981). Hm, that's about 17,500 hours we put in.*

### PRINTING *(first printing)*

| | |
|---|---|
| *100,000 copies for sale by Random House* | *$287,000* |
| *30,000 copies for 1980* **CoEvolution** *subscribers* | *86,100* |
| *10,000 copies for Book-of-the-Month Club* | *27,000* |
| *Total* | *$400,100* |

## Whole Earth Catalog Income

*(What happens to your $12.50, thank you)*

*$ 6.00 to bookstore and jobbers*
*1.46 to Random House*
*2.87 to the printers*
*2.17 to us, Point*

*$12.50*

*On each 100,000 copies sold, Point gets*

*$217,000.*

*Plus whatever secondary business comes our way as* **CoEvolution** *subscriptions, map and book orders, etc.*

## Tree budget

*Here's an estimate of the number of trees needed to*

3rd Printing (1st Edition)

*IGH RISK, HIGH GAIN.*

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*It was chancy for a good while there. The first printing was 140,000 copies, but 10,000 went to Book-of-the-Month Club for no significant income, and 30,000 went to 1980* **CoEvolution** *subscribers as their Fall 1980 issue at some financial loss to us. If Random House had not succeeded in selling all of the remaining 100,000 of the first printing we would have been in deep trouble. The printing cost on the first printing was $2.87 a copy and the price of the book then was $12.50; that left Point $2.17 "profit" on each issue, but $2.17 times the 100,000 copies was only $217,000 — still less than the $230,000 we spent on producing the book.*

*Printing costs jumped on the second printing of 50,000 copies to $3.19 per copy, and the cover price was still $12.50, so Point's income per copy was reduced to $1.85 ($92,500 total for the printing), but at least we were out of the red — if all of the copies printed actually sold. Boring numbers, but the life or death of the operation is at stake in them.*

*Given the size and cost of the printings ($749,200 so far), you can see how grateful we are to Random House for fronting the money for printing — a deeper than usual investment by a distributor, to say the least — but of course the print bills are eventually ours. Since they keep going up, we decided to raise the cover price of the 3rd printing to $14. Accordingly our income on this printing of 60,000, if all sell, will be $148,800.*

*If our luck holds (we got through production without fire or earthquake, either of which could have demolished us permanently), a few hundred thousand copies will sell, and we'll get a few hundred thousand dollars to improve our magazine and other services, including new editions of* **The Next Whole Earth Catalog**. *—SB*

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2. *Print in the titles and quantities of the books you want, their* **Catalog** *page numbers and prices.*
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5. *Add $2 to each order for packaging and delivery.*
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7. *For foreign orders add 50¢ postage per book for*

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## Next Whole Earth Catalog Expenses

### PRODUCTION

| | |
|---|---|
| *Salaries** | *$150,000* |
| *Contributors* | *19,000* |
| *Rising Sun* | *2,000* |
| *Office supplies* | *6,000* |
| *Research (books & magazines)* | *3,500* |
| *Agent fee* | *5,000* |
| *Interest on loans* | *5,500* |
| *Rent* | *2,000* |
| *Production materials — film, stats, type, etc.* | *22,500* |
| *Phone* | *6,500* |
| *Index* | *4,000* |
| *Negatives* | *4,000* |
| *Total* | *$230,000* |

* *Everyone gets $8.25/hour except old timers Andrea Sharp and Evelyn Eldridge-Diaz, who get $8.75/hour, and the editor, who gets a flat $20,000 a year (only it's withheld for 1980 until our ship comes in maybe in 1981). Hm, that's about 17,500 hours we put in.*

### PRINTING

| | |
|---|---|
| *100,000 copies for sale by Random House* | *$287,000* |
| *30,000 copies for 1980* **CoEvolution** *subscribers* | *86,100* |
| *10,000 copies for Book-of-the-Month Club* | *27,000* |
| *50,000 copies, second printing* | *159,500* |
| *60,000 copies, third printing* | *189,600* |
| *Total* | *$749,200* |

## Whole Earth Catalog Income

*(What happens to your $14, thank you)*

| | |
|---|---|
| *$ 6.72* | *to bookstore and jobbers* |
| *1.64* | *to Random House* |
| *3.16* | *to the printers* |
| *2.48* | *to us, Point* |
| *$14.00* | |

*Total "profit" for Point from the first printings will be, when all copies are sold,*

*$228,300.*

4th Printing (1st Edition)

## HIGH RISK, HIGH GAIN.

*Point, the nonprofit foundation that publishes* **CoEvolution, Whole Earth Catalog,** *and sundry other tools, went over $80,000 in debt to get out the* **Next Catalog.** *From an anonymous angel came one $40,000 loan, the other came from me. No bank we could find would loan us any money whatever. (I had naively thought that's what banks are for.)*

*It was chancy for a good while there. The first printing was 140,000 copies, but 10,000 went to Book-of-the-Month Club for no significant income, and 30,000 went to 1980* **CoEvolution** *subscribers as their Fall 1980 issue at some financial loss to us. If Random House had not succeeded in selling all of the remaining 100,000 of the first printing we would have been in deep trouble. The printing cost on the first printing was $2.87 a copy and the price of the book then was $12.50; that left Point $2.17 "profit" on each issue, but $2.17 times the 100,000 copies was only $217,000 — still less than the $230,000 we spent on producing the book.*

*Printing costs jumped on the second printing of 50,000 copies to $3.19 per copy, and the cover price was still $12.50, so Point's income per copy was reduced to $1.85 ($92,500 total for the printing), but at least we were out of the red — if all of the copies printed actually sold. Boring numbers, but the life or death of the operation is at stake in them.*

*Given the size and cost of the printings ($1,100,100 so far), you can see how grateful we are to Random House for fronting the money for printing — a deeper than usual investment by a distributor, to say the least — but of course the print bills are eventually ours. Since they keep going up, we decided to raise the cover price of the 3rd printing to $14. Potential income on that 60,000 copies was $148,800.*

*For this fourth printing we got ambitious and did a comprehensive access update which cost $8,000 to perform. Of the 110,000 copies in the printing, 10,000 went to the scant-income Book-of-the-Month-Club, so we wound up with a possible profit on the fourth printing of $237,000.*

*The money comes to us slowly because the income mostly gets turned back into paying for new printings of the* **Catalog,** *but eventually if our luck and your business holds, we'll have a few hundred thousand dollars extra to improve our magazine and other services, including new editions of* **The Next Whole Earth Catalog.** *—SB*

## Ordering books from the Whole Earth Household Store

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3. *Total the prices of the books you are ordering.*
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5. *Add $2 to each order for packaging and delivery.*
6. *For rush orders UPS in the United States, add 40¢ for each book.*
7. *For foreign orders add 50 cents postage per book for each book over two. We also recommend International Registry Insurance, which costs an additional $3 per order.*
8. *Enclose payment in full with check or money order. VISA/Mastercharge customers print name from card, account no., expiration date, and sign your name.*

**You can order by telephone using your VISA or Mastercharge. Dial direct (415) 441-7250 between 10:00 am and 4:30 pm Pacific Time.*

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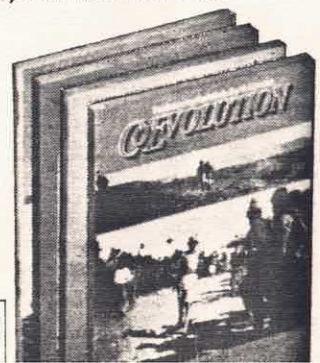
*Please note that we carry only the items listed here. Everything else should be ordered from the original suppliers or, if so indicated, from the Whole Earth Household Store.*

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**CoEvolution Quarterly**
P.O. Box 428

## Next Whole Earth Catalog Expenses

### PRODUCTION

| | |
|---|---|
| *Salaries** | $150,000 |
| *Contributors* | 19,000 |
| *Rising Sun* | 2,000 |
| *Office supplies* | 6,000 |
| *Research (books & magazines)* | 3,500 |
| *Agent fee* | 5,000 |
| *Interest on loans* | 5,500 |
| *Rent* | 2,000 |
| *Production materials — film, stats, type, etc.* | 22,500 |
| *Phone* | 6,500 |
| *Index* | 4,000 |
| *Negatives* | 4,000 |
| *Total* | $230,000 |
| *(4th printing update* | $8,000) |

** Everyone gets $8.25/hour except old timers Andrea Sharp and Evelyn Eldridge-Diaz, who get $8.75/hour, and the editor, who gets a flat $20,000 a year. Hm, that's about 17,500 hours we put in.*

### PRINTING

| | |
|---|---|
| *100,000 copies for sale by Random House* | $287,000 |
| *30,000 copies for 1980* **CoEvolution** *subscribers* | 86,100 |
| *10,000 copies for Book-of-the-Month Club* | 27,000 |
| *50,000 copies, second printing* | 159,500 |
| *60,000 copies, third printing* | 189,600 |
| *110,000 copies, fourth printing (10,000 to Book-of-the-Month Club)* | 350,900 |
| 300,000 copies *Total* | $1,100,100 |

## Whole Earth Catalog Income

*(What happens to your $14, thank you)*

| | |
|---|---|
| *$ 6.72* | *to bookstore and jobbers* |
| *1.64* | *to Random House* |
| *3.19* | *to the printers* |
| *2.45* | *to us, Point* |
| *$14.00* | |

*Total "profit" for Point from the first four printings will be, when all copies are sold,*

*$465,300*

*Plus whatever secondary business comes our way as* **CoEvolution** *subscriptions, map and book orders, etc.*

## Tree budget

# BUSINESS

1st Printing (2nd Edition)

POINT, our nonprofit educational foundation, in the publisher of the **Next Whole Earth Catalog.** *The distributor, Random House, strongly opposed our doing a Second Edition so soon, only a year after the First Edition. In April 1981, I wrote them our reasons for going ahead:*

*"Our sales year has two bumps in it. A big one at Christmas, a smaller one about June (when people set about doing-it-themself in earnest). Suppose there were no Second Edition this year. The Christmas bump 1981 would be strongly reduced — you don't give somebody yesterday's newspaper. And the June 1982 bump would scarcely exist — the data in the* **Catalog** *would be two years out of date.*

*"The design problem is this:* **Whole Earth***'s special domain of info is quite transitory. 'Access to Tools' it proclaims, but access data rots rapidly amid inflation, turbulent publishing behavior, and shrinking in-print lifespans of good books. Also, the opposite of the case with the* **LAST Whole Earth Catalog,** *we are still in business and busily evaluating hundreds of new, good things, obsolescing our own previous information. An out-of-date* **Whole Earth Catalog** *is a frustrating tool to use; the buyer/reader has every reason to wonder whether it's worth $14 if every bit of access and judgment is increasingly suspect. We are a service publication — nonprofit, etc. We have the people, momentum, and finances to keep the book up-to-date, therefore we must. If that looks counterproductive in terms of good marketing, well, that's part of what we have for sale, isn't it? . . .*

*"What is all this, idealism or long-term greed? It's hard to tell, since both lead to the same strategy."*

*Random House eventually supported the decision fully, but they had a point, you know. By printing a Second Edition while there were still 40,000 copies or so left unsold we were facing a considerable loss. The 100,000-copy fourth printing of the First Edition, instead of making $237,000 for Point, was going to make only $19,000, if that. After selling 320,000 copies (260,000 to bookstores, 20,000 to Quality Paperback book club for little gain, 10,000 to mail orderers for some gain), Point's total profit on the year was about $100,000, not exactly windfall gains.*

*It seems odd to still be at risk after a year of apparent resounding publishing success, but it comes with the little-known Christmas problem. We're not only testing the idea of a new edition just a year later, we're testing at Christmas, when there's no time to adjust to market reality. Bookstores do more than half their year's business in the Christmas season. If you print too few books, Christmas is gone irrevocably before you can reprint. If you print too many and they don't sell at Christmas, they may never sell, and you lose your shirt. Caution to the winds, we're printing 100,000 copies for distribution (plus 50,000 for Quality Paperback, who is making the Second Edition* **Next** *a December Selection — no risk, not much gain there — 50 cents a book to Point).*

*Given our $317,000 print bill and $106,000 production costs on this first printing, we have to sell 66,000 copies before we make a dime. If every single copy sells, we make $246,000 (counting the $25,000 from Quality Paperback). If LESS than 66,000 copies sell . . . . Never mind, roll 'em, baby needs new shoes.* —SB

## Ordering books from the Whole Earth Household Store

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**CoEvolution Quarterly,** *in business since 1973, is the on-going* **Whole Earth Catalog.** *Each issue*

## Next Whole Earth Catalog Expenses

### PRODUCTION — 1st Edition

| | |
|---|---|
| *Production* | *$230,000* |
| *Staff bonus* | *14,500* |
| *4th printing update* | *8,000* |
| *Total* | *$252,500* |

### PRODUCTION — 2nd Edition

| | |
|---|---|
| *Research salaries** | *$ 31,000* |
| *Production salaries** | *43,500* |
| *Contributors* | *5,500* |
| *Production materials and negatives* | *16,200* |
| *Telephone* | *3,500* |
| *Office supplies* | *2,000* |
| *Research books and magazines* | *1,600* |
| *New index* | *2,700* |
| *Total* | *$106,000* |

**Everyone gets $9.25/hour except veteran office manager Andrea Sharp ($9.75/hour) and the editor ($22,500/year). Looks like about 8,500 hours went into preparing the new edition.*

### PRINTING — 1st Edition

| | |
|---|---|
| *4 printings, 360,000 copies* | *$1,100,100* |

### PRINTING — 2nd Edition

| | |
|---|---|
| *100,000 copies for distribution* | *$317,000* |
| *50,000 copies for Quality Paperback* | *158,500* |
| *150,000 copies (1st printing)* | *$475,500* |

## Whole Earth Catalog Income

*(What happens to your $16, thank you)*

| | |
|---|---|
| *$* | *7.68 to bookstore and jobbers* |
| | *1.88 to Random House* |
| | *3.17 to the printers* |
| | *3.27 to us, Point* |
| *$* | *16.00* |

*If all 100,000 sell, we get $327,000, subtract the $106,000 production costs, add $25,000 from Quality Paperback, and show a maximum potential profit of $246,000. Reality will be short of that.*

## Tree budget

*Here's an estimate of the number of trees needed to produce* **The Next Whole Earth Catalog.** *We're assuming so far 510,000 copies, each weighing about 5¼ lbs. First,*

*own inspiration, shape their*
*d share the adventure with*
*Tools that aid this process*
*ted by the* **Next Whole**

**n**

**Earth Catalog** *is an evaluation*
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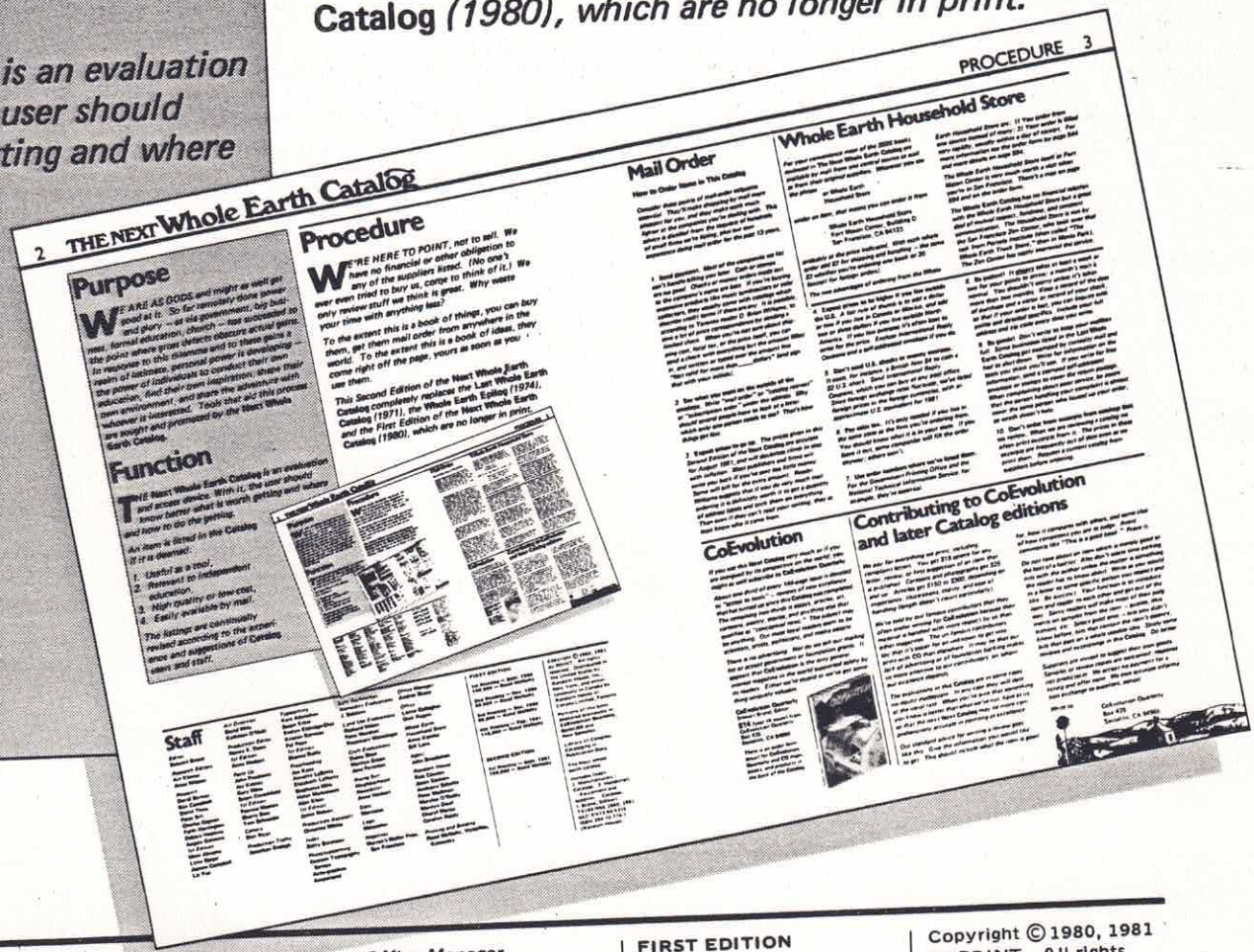
*world. To the extent this is a book of tools, they come right off the page, yours as soon as you use them.*

*This Second Edition of the* **Next Whole Earth Catalog** *completely replaces the* **Last Whole Earth Catalog** *(1971), the* **Whole Earth Epilog** *(1974), and the First Edition of the* **Next Whole Earth Catalog** *(1980), which are no longer in print.*





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**Susan Erkel**
**Evelyn Eldridge-Diaz**
**Kristen Garneau**
**Pat Pope**
*1st Edition*
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**Betty Berenson**

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**Custom Typography Service**
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**Ampersand**

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**J. Baldwin**

*Land Use Evaluations*
**Richard Nilsen**
**Peter Warshall**
**Rosemary Menninger**

*Craft Evaluations*
**Diana Sloat**
**Marilyn Green**
**Jane Purinton**

*Rising Sun Neighborhood Newsletter*
**Anne Herbert**

*Stats*
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**Metacolor**

*Negatives*
**Warren's Waller Press, San Francisco**

*Office Manager*
**Andrea Sharp**

*Office*
**Lorrie Gallagher**
**Dick Fugett**

*Whole Earth Household Store*
**Arnie Kottler**
**Bill Lane**

*Agent*
**John Brockman**

*Random House*
**Rob Cowley**
**Jason Epstein**
**Anthony Schulte**
**Peter Mollman**
**Marylea O'Reilly**
**Marilyn Doof**
**Cheryl Merser**
**Carolyn Reidy**

*Printing and Binding*
**Rand McNally, Versailles, Kentucky**

**FIRST EDITION**

**1st Printing — Sept. 1980**
**140,000 — Rand McNally**

**2nd Printing — Nov. 1980**
**50,000 — Rand McNally**

**3rd Printing — Dec. 1980**
**60,000 — Rand McNally**

**4th Printing — Feb. 1981**
**110,000 — Rand McNally**

**SECOND EDITION**

**1st Printing — Sept. 1981**
**150,000 — Rand McNally**



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Portions of this book appeared previously in **CoEvolution Quarterly**, **Quest/80** and **New Scientist.**

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The Next whole earth catalog.

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I. Brand, Stewart.
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602' .9'473 81-15775
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